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Business Model Canvas

Designed for:
Law Enforcement

Designed by:
Drone Race Team

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Key Partners

Primary Users:

- Local and state police /law enforcement departments
- Border control and homeland security agencies
- Federal law enforcement units (e.g., FBI, DEA)

Secondary Users:

- City governments managing smart city surveillance
- Private security firms for high-risk zones or VIP protection
- Drone racers looking for practice (hobbyists)

Key Activities

- To establish strong, long-term partnerships with our customers by prioritizing trust, confidentiality, and security essential when handling sensitive data for law enforcement agencies.
- Partner with a large, secure cloud storage company in order to ensure robust storage with high integrity.
- Establish reputable distribution channels within the law enforcement network such as government endorsed contracts.
- Establish a sustainable profit model which combines one-time and subscription based pay plans.

Value Propositions

- **Faster Response Time:** Drones can be dispatched within seconds to pursue suspects, minimizing escape windows.
- **Increased Officer Safety:** Removes the need for dangerous physical chases or entry into high-risk zones.
- **AI-Driven Identification:** Uses computer vision to identify, classify, and track suspects in real time.
- **Evidence Collection:** Secure cloud-stored footage for court use or internal investigation.
- **Compliance & Security:** End-to-end encrypted communication ensures secure handling of sensitive law enforcement data
- **Cheaper Cost of Entry:** Use of inexpensive computational units makes the product more accessible

Customer Relationships

High-Touch Sales Model:
- Dedicated account managers and security advisors

Training & Certification Programs:
- Hands-on drone operation training/certification for officers and dispatchers
- Digital twin simulations for live tactical exercises

Technical Support & Uptime SLA:
- Incident response support
- On-site maintenance and remote diagnostics
- Excellent documentation of both software and hardware.

Feedback Loops:
- Continuous input from police field reports for AI model improvements

Customer Segments

For whom are we creating value?

- Law enforcement bodies
- Military
- Drone hobbyists
- Entertainment
- Logistics & Delivery

Who are our most important customers?

- Law enforcement bodies

Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided Platform

- Our current focus is a **niche market**—law enforcement and security agencies.
- However, the modular design enables future expansion into a **diversified market**, serving unrelated segments such as logistics, entertainment, hobbyist racing, and academic research.

Key Resources

Drone Hardware Fleet:

- Cheap, mass-producible drones which allow for wide, quick area surveillance.
- AI Camera Production
- Microcontroller, flight controller Production
- Drone parts: batteries, propellers, frames, etc.

AI/ML Software Stack:

- Raspberry Pi AI Camera – Real-time object detection

- OpenCV - The computer vision library that is extremely popular and well supported

Channels

- **Direct Sales & Contracts:**

    - Government procurement platforms

    - Homeland security vendor lists

- **Pilot Programs:**

    - Free trials with select police departments

    - Grant-supported pilot integrations (e.g., Department of Justice tech innovation funds)

- **Industry Conferences & Demos:**

    - Law enforcement expos, smart policing summits, defense tech showcases

- **Strategic Partnerships:**

    - Co-development with national defense integrators or drone companies

- **Commercial Markets:**
    - Retail sellers for hobbyist drone connoisseurs

Academic & Research Sponsorships:

- Provide drones to universities for robotics, AI, and drone racing research.

- Collaborate with academic labs on new algorithms (e.g., autonomous racing, swarm coordination).

- Sponsor student drone racing teams and competitions to build brand presence.

Cost Structure

1. **Initial up-front cost for drone hardware**
   a. **Drone hardware has multiple different levels of agility and resilience, as well as accessory packages: Cameras, nets, etc.**
2. **Drone maintenance and replacement parts are contracted through our company**
3. **Subscription for utilizing cloud storage of evidence as well as live drone tracking**

Revenue Streams

Hardware Sales:
- Sale of autonomous drone kits per unit or fleet

Software-as-a-Service (SaaS):
- Subscription to real-time analytics dashboard, object tracking, and heatmap overlays

Training and Onboarding:
- One-time fees for officer certification and integration setup

Maintenance Contracts:
- Annual service agreements for drone upkeep, battery replacement, and software updates

Licensing Model:
- Licensing of proprietary threat recognition AI to third-party vendors